

TODAY'S MEETING



Goal: CONSULT with stakeholders on strategic recommendations and the TDM Toolkit.

Planning output: Stakeholders help further refine the recommendations and toolkit's application & implementation with their input.

TODAY'S MEETING





Introductions and Project Update



Draft Strategic Recommendations



DRAFT TDM Toolkit



Small Group Feedback



Next steps



WHO IS HERE TODAY?



DRCOG Project Management Team

Project Consultant Team

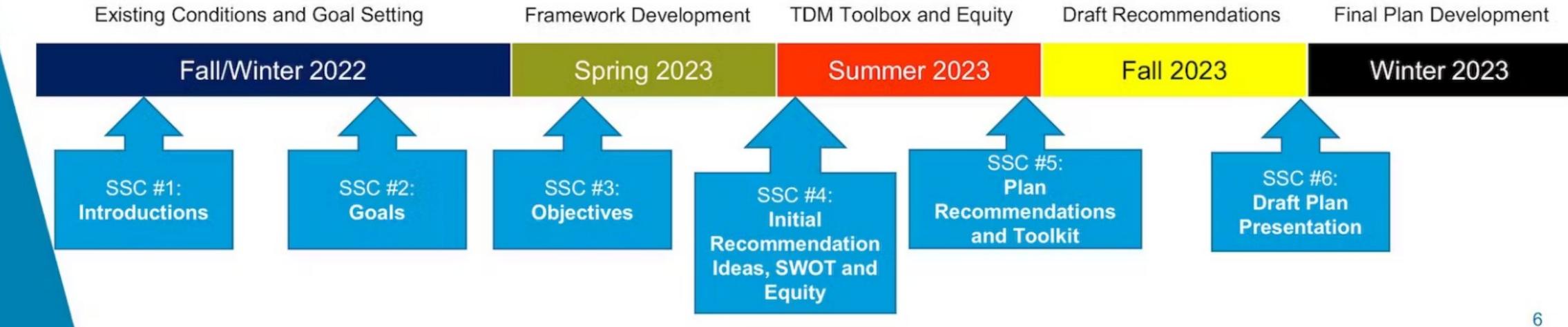
Stakeholder Steering Committee

Regional TDM Consortium

PROJECT OVERVIEW: UPDATES



- During the summer, we worked to refine the strategic recommendations and TDM toolkit.
- The refinements were informed by results from an equity analysis and feedback from the SSC and other stakeholders.







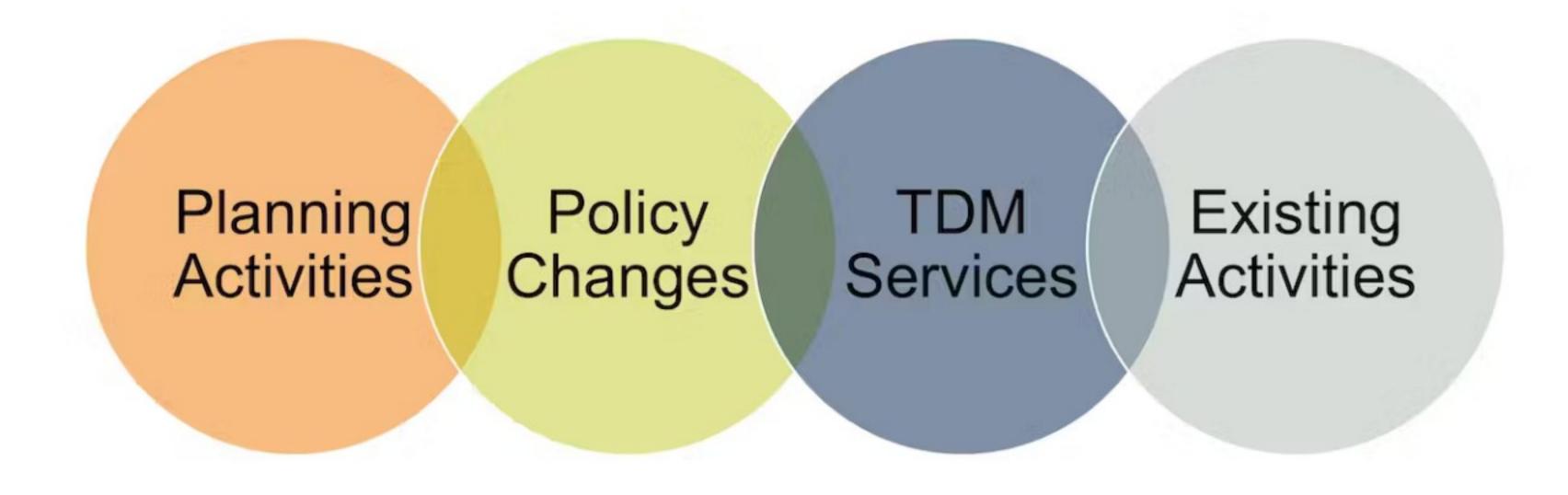
Poll – Rank each recommendation on the following scale:

- I think this recommendation is a perfect fit for the regional plan.
- I can live with this recommendation being included in the regional plan.
- I feel that this recommendation needs revisions for inclusion in the regional plan.
- I think that this recommendation should not be included in the regional plan.

Instructions

TDM STRATEGIC PLAN: RECOMMENDATION AREAS



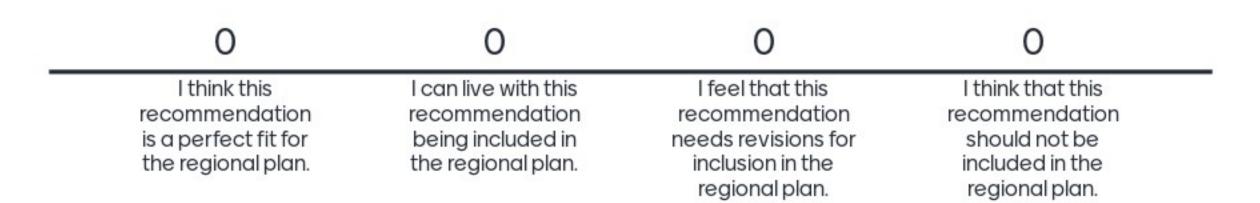




Prepare a white paper that explores ways to fund TDM incentive programs.



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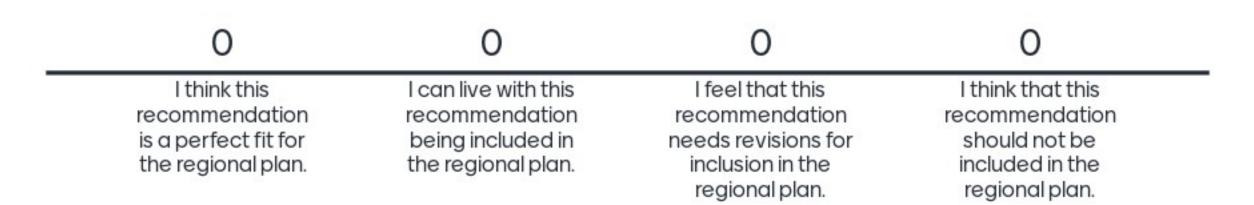




Establish a TDM technical assistance program for member governments and TDM partners to support: TDM plans, policy and ordinances, zoning and land use regulations, transit oriented development (TOD), developer TDM support, parking regulations, and curbside management.



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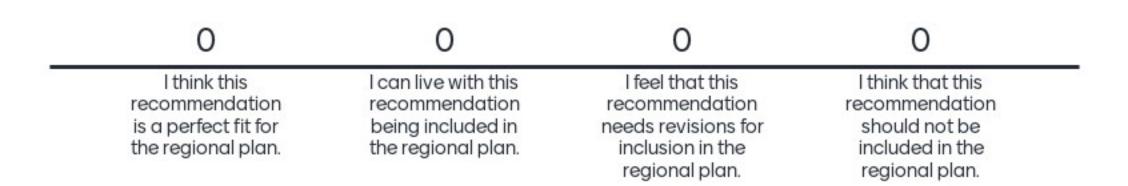




Explore ways in which DRCOG can support and expand Safe Routes to School programs across the region.



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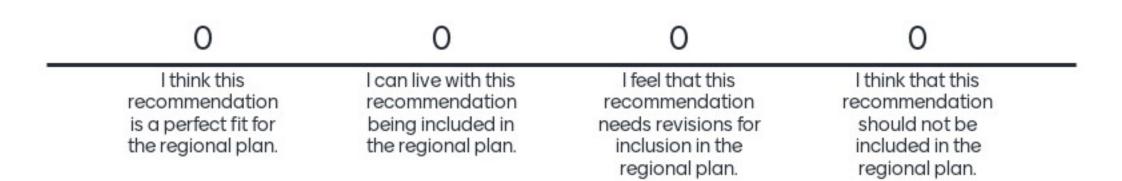




Consider integrating TDM as a requirement for certain TIP projects during the next update to the TIP Policy document.



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Revise TDM Set-Aside scoring criteria as they relate to equity and innovation:

Equity:

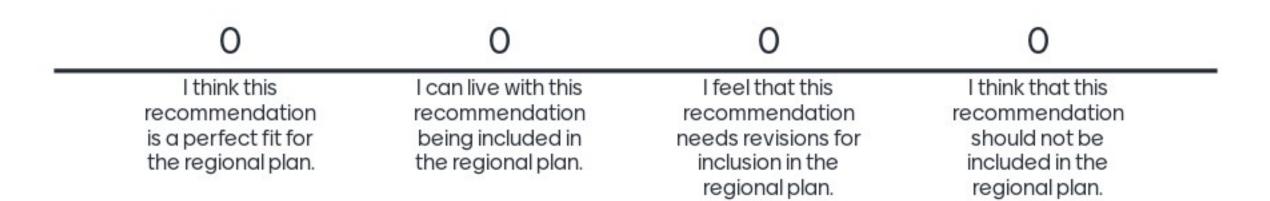
- Consider a composite score that includes multiple factors related to equity, such as the DRCOG equity index, whether the project targets equity populations, and if it reduces transportation burdens for participants.
- Ensure that equity scoring encompasses both the origin and destination, recognizing the importance of addressing equity throughout the entire trip.

Adjust the innovation criterion:

- Revise the criterion to allow maximum points for projects that either implement innovative approaches or replicate previously successful innovative projects.
- Recognize the value of learning from past experiences by giving credit for replicating projects that have been proven to be highly successful.



Revise TDM Set-Aside scoring criteria as they relate to equity and innovation.

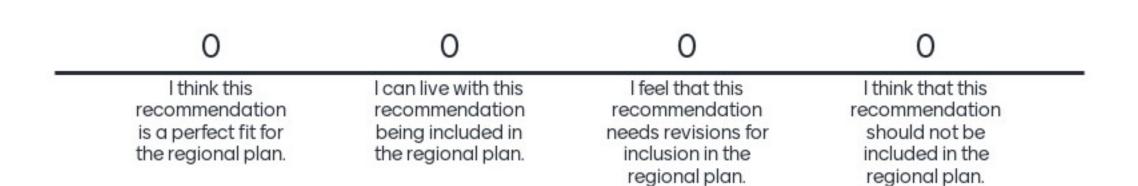




Explore opportunities to reduce or remove the local match requirement for TDM projects that are implemented in historically underserved communities.



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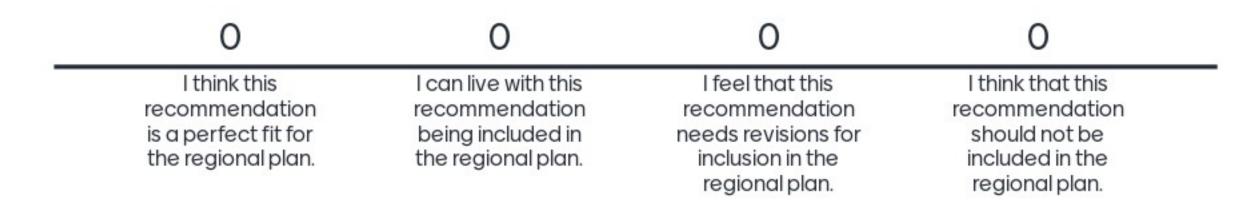




Enhance mobility on demand assistance for member governments and major employers.



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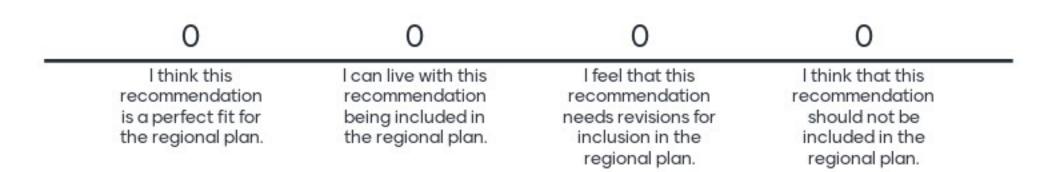




Expand ways DRCOG can better understand results delivered by TDM programs across the region; these may include developing new tools, data collection methodologies, and/or storytelling resources for assessing and sharing results of programs implemented by TDM program partners.



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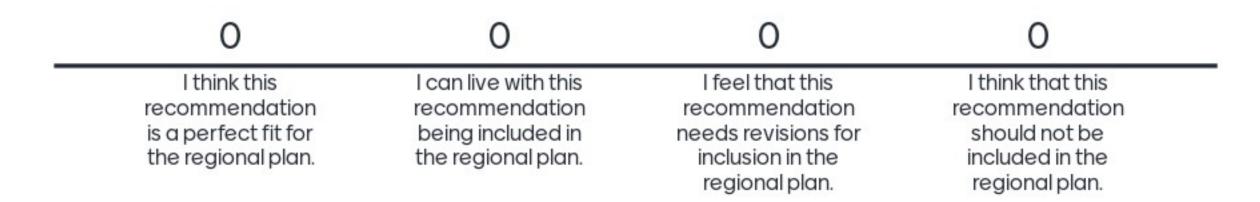




Expand the focus of Way to Go to include all trips; these can include non-traditional commutes, such as shift workers, job seeker trips, errands, parent and caregiver trips, visitor trips and recreational trips.



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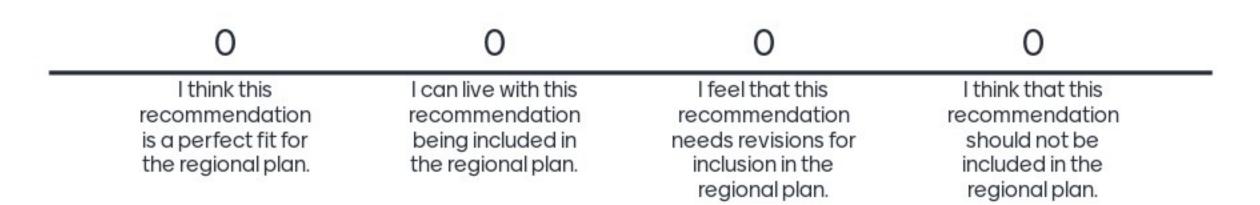




Collaboratively develop and implement an annual work plan for the Way to Go partnership.



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Final feedback or comments on DRCOG TDM Strategic Recommendations



TDM TOOLKIT OUTLINE



Purpose of the TDM Toolkit

- Provide member governments, TMAs, and other implementing organizations with a resource to identify potential TDM strategies based on local context.
- Expand the regional definition of TDM from the traditional marketing/educational approach to include a breadth of strategies.
- Educate decision makers.
- Provide guidance to practitioners.



IDENTIFIED STRATEGIES



TDM Strategy Theme	Strategies
Transportation and Technology Services	 Microtransit Micromobilty Car Share Carpool/Vanpool Schoolpool Mobility as a Service (MaaS) ITS Traveler Information
TDM Supportive Infrastructure	 First and Last Mile Mobility Hubs Active Transportation Travelways (bikeways, sidewalks, crossings) Active Transportation Supportive Infrastructure (secure parking/end of trip amenities) Transit Service (BRT, Fixed Route, On-Demand) Transit supportive infrastructure (bus shelters, etc.)
Parking Management	 Curbside management Parking management policies

IDENTIFIED STRATEGIES



TDM Strategy Theme	Strategies
Subsidies, Rebates and Incentives	 Rebates for eBikes, incentives for paying people to walk/bike, zero car households, ride share Subsidies for transit, car share, micromobilty EcoPass district creation
Roadway Management	 Roadway usage fees or use limitations (tolls, congestion, HOV etc.). Vehicle fees (heavy vehicles, delivery, TNCs)
TDM Policies and Ordinances	 New Development/working with developers Commute Trip Reduction/ETRP Supportive TDM land use/mixed use development policies

IDENTIFIED STRATEGIES



TDM Strategy Theme	Strategies
Traditional TDM (Education, outreach and marketing)	 TMA Establishment and Partnerships Bicycle Education and Encouragement Programs Promotion of RTD Discount Passes Create Localized Transportation Information and Kits Transit Access Marketing Plan Marketing Commuter Tax Benefits Promotional events/fairs/challenges





